Chemist & Druggist

June 29 1974

THE NEWSWEEKLY FOR PHARMACY



No other toothpaste is better at fighting tooth decay.

That is the result of extensive 3-year clinical trials, in the U.K., using methods recommended by the British Dental Association.

That is the message in the new, heavyweight national TV campaign for Signal 2, starting with 45-second spots on July 8.

That is the kind of strength you expect from Signal, the brand that's increased in market value since 1970 by 28%. Fluoride brands now account for 50% of the toothpaste market and are still gaining share.

By stocking Signal 2, you'll be sharing in that growth. In a big way!



SIGNA"It tastes good, too"

Old English bell metal mortars

PART 1

W. Beanland puts his case in TV debate

New poisons proposals



The newsweekly for pharmacy 29 June 1974 Vol. 201 No. 4919 115th year of publication

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ditor Arthur Wright, FPS, DBA eputy Editor R. E. Salmon, MPS



Or Gordon Hobday reports a doubling of Boots' counter sales in four years (see b 835).

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Living and Weekend.

They've got to buy a bottle of Delrosa to enter the competition so keep the leaflets on show; keep stocks high, and let Tony sell your Delrosa faster than ever before.

Comment

Access to medicines

It is just a year since the Medicines Commission issued its proposals for the general sale and prescription-only lists under the Medicines Act, and if the Commission appears to have been tardy in its decision making, it must be remembered that it is under pressure from many, varied and powerful lobbies.

There is also a need to take account of external factors which have a direct bearing on the rightful content of the lists—and some of those factors are themselves unresolved or in a state of flux.

Last week's suggestion that geographical distribution of pharmacies may have been "shelved" by the EEC Commission is a case in point (not to mention the fact that EEC decisions become irrelevant if a Labour Government succeeds in extricating the UK from the Community). Also, in this issue of C & D, there are two potentially opposing viewpoints on medicines availability which make pharmacy distribution a vital factor for consideration by the Medicines Commission.

A World Health Organisation symposium, whose expert participants were drawn from eight countries including the UK, has recommended (p 816) that "self-treatment drugs should in principle be sold in pharmacies only, but it should be recognised that in some countries geographical or other considerations may justify their sale elsewhere."

However, the Proprietary Association of Great Britain—which looks after the interests of major over-the-counter medicines manufacturers—states in its annual report (p 814) that its representations to the general sale list committee "have drawn attention to the urgent need of the public for adequate and convenient opportunities to buy home medicines, especially in areas where pharmacies are few or distant".

Here, surely, we have the classic chicken-and-egg situation. The WHO and PAGB views can, if words mean anything, both be held to advocate the pharmacy as the best source of home medicines, so that pharmacies should be sited where the public has

reasonable access to them—geographical distribution in a nutshell!

However, we venture to suggest that the two organisations may have different standards in mind. The WHO is world-wide and must take into account Africa, Asia, the Americas—professional personnel may be at a premium and a "pharmacy" a rare luxury in some countries. The PAGB, on the other hand, looks upon a trip anywhere beyond the nearest corner-shop for a headache remedy as an unnecessary inconvenience.

Somewhere between those two viewpoints should lie common sense for a developed country such as the UK. Logic would suggest an answer taking in control or incentive methods to gain the required pharmacy distribution, together with a list of *simple* remedies for readily-diagnosed conditions which might be sold from "other" outlets where a pharmacy service is impracticable. (Since something similar has worked perfectly well for the distribution of infant milk foods—including passing scrutiny by the Monopolies Commission—it seems odd that anyone can sustain the argument that medicines need to be available everywhere.)

Unfortunately, such ideals come face-to-face with another lobby—the company chemists, who will accept no limitation upon their right to establish where and when they please (apart from a minor concession on health centre areas where they stand to gain more than they lose by agreeing).

Where stands the Medicines Commission? It is to be hoped that the past year has been well spent and is not merely a reflection of "bureaucratic delay". But would it be too much also to hope that the Commission, having seen the complexity and interdependence of the various problems affecting medicines distribution, may stand back from the line-by-line content of the lists and indicate to the Ministers a direction for an overall policy—that will give the maximum public protection and also ensure the continuance of adequate and necessary professional safeguards?

Post Scripts

Antiques for sale

The demand for the unusual and the antique continues unabated, possibly reinforced by the inflationary aspects of the economy. Nevertheless buyers were still being reasonably discriminating at the 2nd International Antiques Fair held at Earls Court, London recently. The fair was divided into pre 1830 and pre 1930 sections and in the second group were to be found a number of pharmaceutical items.

The following were the prices marked on various bygones:— Three manganese coloured glass late 19th century demi

johns labelled, Tr. Camph. Co, Tr. Calumb. & Tr. Card. Co. £145; a bucket shaped creamware invalid feeding cup circa 1780, £30; a Staffordshire infant feeding bottle, boat-shaped with an unusual rounded end, £20. Medicine chests ran from £140 to £250 when of good quality and interest, ie the one priced £140 (125?) had the metal plate of Fisher, Toller & Atkins, who were at 18 Conduit Street, London. At the same stand £20 was asked for a pill machine.

The table filter for potable water featured on p 814 was made by Doulton & Co of Lambeth in 1883. Their catalogue describes it as Doulton's patent manganous carbon table filter in silicon ware. Capacity 2 quarts, height 13 inches. The catalogue price was 15s 6d, today's figure £35! Brass shop scales (now very popular for

flower decoration) cost from £50-95, drug runs (drawers) £19 upwards. More unusual was a Wimshurst machine priced at £235. The highest figure noted was £485 for a pair of 18th century English delft drug jars "Cherub and cockleshell" pattern. As this is about two and a half times the present market value they remained unsold.

At Hodgson's (Sotheby's) book auction held at their Chancery Lane rooms on June 20, £5 only was paid for an imperfect copy of R. Turner's Botanologia, 1664. The same price was given for a 1721 edition of the London Pharmacopoeia—also damaged. Salmon's Botanologia, 1710, fetched £16, while the 1819 edition of Medical Botany by Linnaeus got £90. A copy of Pomet's Complete History of Drugs was sold for £25.

Half-hour TV debate on self-medication

Present legislation prevents pharmacists taking a more active role in educating the public in the use of home medicines, said Mr W. A. Beanland, a former member of the Pharmaceutical Society's Council, on ITV last Tuesday.

Speaking on "Good afternoon", he said he would like to see a small range of standard, non-proprietary remedies available anywhere for emergency use, but all other medicines sold only from pharmacies. All advertising of medicines direct to the public should be banned, he said. Dangers of "innocent overdosage" arise because of the proliferation of what is virtually the same product promoted under different names for different conditions.

Dr Trevor Weston, a general practitioner and medical consultant to Family Doctor publications, felt that the most serious aspect of self-medication is the masking of symptoms, "When patients should be consulting their doctor with something serious they are deluding themselves because the symptom has gone.

Dr Gordon Fryers (now director of strategic development, Reckitt & Colman) said that the patent medicines industry has always stressed that patients should consult their doctors if symptoms persist, but it is impossible to ensure that everyone will do so. Most people use medicines wisely for symptoms they have had before and know how to treat, he said.

Dr Weston disagreed, saying that the total volume of sales (£120m per year) was not consistent with the idea that people were using medicines sensibly.

"Preventive" medicine?

Mr Beanland pointed out that "effervescent aspirin" preparation "heavily advertised" for the feeling of having overeaten and "sales rocket" the week before Christmas when people take the medicine "unnecessarily" as a preventive measure.

Calling for more specific dosage directions on product labels, he said he hated to see "indecisive directions" such as "take one or two as needed" - a definite time interval should be given. In his experience, patients always started on the highest dose given to cure what they were suffering from as quickly as possible.

Dr Fryers disagreed, saying that most people took the lowest dose first and only took more if that did not work. A variation of dosage directions was necessary to account for differences in severity of symptoms and in individual response.

Turning to education on home medicines, Dr Weston said it is ridiculous that there is little health education in schools. The correct way to approach the problem is to give sensible information on how bodies work and methods of self

medication. If patients still abuse medicines then "they have only themselves to blame". Legislation cannot be tight enough to prevent this abuse, he said.

Dr Fryers believed that doctors and pharmacists must play a much bigger role in this education and the pharmaceutical industry should sponsor research into how we should cope with the minority of people who abuse home medicines. Television advertising had not caused an increase in spending on home medicines, he said.

'Counter-prescribing under threat': radio claim

The pharmacist's counter-prescribing role without which the Health Service would break down — is under threat, Mr J. P. Kerr, a member of the Pharmaceutical Society's Council, indicated in a radio interview on Monday. The Medicines Commission now viewed drugs with suspicion — any that might be abused were made prescription only. In a few years there would be nothing left for the pharmacist to prescribe.

Mr Kerr suggested that the only solu-

tion was for patients to register with a specific pharmacy, and for pharmacists to have a section in the BNF from which they could counter-prescribe. This work could be remunerated through the NHS, perhaps by the pharmacist completing a prescription form which would be countersigned by the patient.

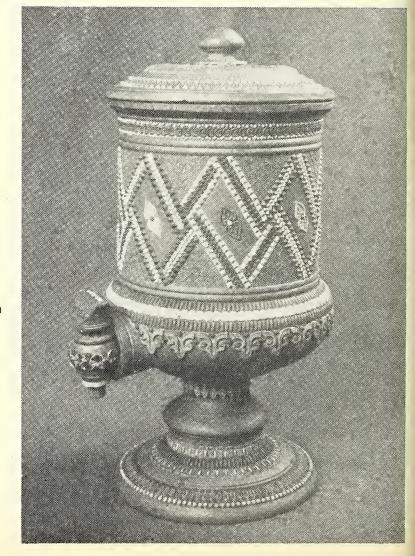
Asked by the interviewer whether he wanted to be a doctor, Mr Kerr replied that his aim was to be a first class pharmacist, not a second class doctor. The interview, by BBC Radio Newcastle, was included in the Radio 4 "Today" pro-

Home medicines save visits to doctor'

Self-medication is now saving each of the country's 25,000 family doctors an estimated 2,800 extra visits per year, claims the annual report of the Proprietary Association of Great Britain.

But the report, for 1973-74, lays stress on the Association's efforts on behalf of members to ensure that its "practical knowledge and experience of the industry" secure modification of some legislative proposals under the Medicines Act. "The Association's representatives . . . have drawn attention to the urgent need of the public for adequate and convenient opportunities to buy home medicines, especially in areas where pharmacies are few or distant."

The report also emphasises that proposed changes in legislation on the supply of medicines "should be adopted only when they are seen to be essential for public safety."



The appliquéd decoration in blue and white on brown was a "hand operation" during an era when craftsmen were numerous. The water was filtered through a block of carbon that rested on "shoulders" moulded on the inside wall of the filter. Spare replacement blocks were available.

Falling trade in chemists Nielsen report

In March-April, chemists' average weekly turnover (excluding Boots) was up by 8.6 per cent over the last year, indicating a fall-off in trade when inflation is considered, states the latest Nielsen Retailer Report. Cash sales were only up by 5 per cent, confirming that NHS is keeping turnover increases at a fairly acceptable level.

The share of sterling volume reflects a movement towards small independents from the large independents compared with a year ago. The multiple and Cooperative share is the same as last year.

Prescriptions dispensed by multiple and Co-operatives in March were the highest on record and "shows how prescriptions are becoming increasingly important in this sector where NHS accounts for 43.1 per cent of the turnover". In independent chemists, during March-April, the NHS sector was 53.2 per cent of their turnover.

Threshold pay rise for hospital pharmacists

Hospital pharmacists and NHS pharmaceutical officers are expected to receive a rise of £0.80 a week, following publication of the Retail Price Index for May last week.

The Index rose 1.4 per cent on April's figure to 107.6 (a rise of 16 per cent over the year). That was sufficient to trigger off two £0:40 rises under the Guild of Hospital Pharmacists' phase III threshold agreement. A rise of £1:20 a week was triggered off last month following publication of April's Index, making a total rise of £2 under the threshold agreement.

Bottle shortage to continue

Glass manufacturers warned this week that the shortage of bottles will last for some time to come.

Following a return to work at ICI's plant in Cheshire, supplies of soda ash to the manufacturers was this week raised to two-thirds of normal. The industry was hopeful that supplies of the commodity would return to normal in about a week's time, when full glass production could be resumed. However, as production is on a continuous basis, the production lost in the past weeks could not be made up.

A spokesman for Beatson, Clarke & Co Ltd told C&D that the company could enter the winter months with low stocks of pharmaceutical bottles. That was because normally at this time of year the company was building up stocks, but the

ICI dispute and the closure of two furnaces for maintenance meant that the difficult supply situation would remain for some time. The spokesman estimated production lost during the ICI dispute at about 20 million bottles, most of which were for the 600 million annual pharmaceutical bottle market.

A spokesman for United Glass Ltd said that an aggregated total of about $1\frac{1}{2}$ weeks' production had been lost during the dispute, and delivery dates would now be set back by the same amount (the company's bottle stocks had been dissipated last October). The firm had tried to give some priority to medicines containers however. Rockware Glass Ltd were also said to be supplying "almost from the end of the production line". However, a spokesman for the company said that most of the industry were to "bring on stream" more furnaces next

Call to ban advertisements for slimming tablets

An MP wants a ban on advertising of slimming tablets until a panel of experts has had time to investigate claims for, and the effects of, the products.

A report in the *Daily Mirror* on Tuesday quotes Mr Walter Johnson MP as claiming that young girls "get hooked" on slimming; "practically every doctors' surgery in Britain is dealing with one or two cases of anorexia nervosa". Using slimming tablets "becomes compulsive after a time".

Mr Johnson is said to have compiled a dossier of slimming advertisements to take to Mrs Shirley Williams, Secretary of State for Prices and Consumer Protection. He wants her to ban the advertisements until a panel of experts has had time to investigate. "If any cannot justify their claims they should be banned by law from operating", he is quoted as saying.

Leg pain with 'pill' warning 'should be more prominent'

Warnings on oral contraceptives that a patient should consult her doctor if she develops pains in the chest, abdomen or legs, should be placed in a more prominent position.

This is the opinion of Dr Michael Green, Department of Forensic Medicine, Leeds University, who gave evidence recently at a Leeds inquest on a woman who had been taking Ovran tablets before she died.

Dr Green told C&D he felt the warnings should appear at the beginning of patient leaflets rather than at the end. "The average patient does not bother to read through all the information given". He denied Press reports which claimed he said oral contraceptives should carry a health warning like cigarettes.

The coroner recorded a verdict of misadventure after post-mortem examination had revealed a deep venous thrombosis in the woman's leg. A few days before she died a hospital casualty department could find no thrombosis. Dr Green pointed out that if the woman had visited her doctor he would have known she was taking an oral contraceptive.

Chemist and Druggist Price Service

. . . and now the Price List Addendum

... another aid to accurate pricing

However sophisticated the machinery, and bowever quickly price lists are produced, the current inflationary situation inevitably results in lists being out of date in some respects when they "come off the press".

Recognising this problem the Chemist & Druggist Price List Service first increased publication to six times a year and now to ensure the service meets all retailers' requirements and continues to be by far the best that is available there is another innovation to get price information to users as soon as possible - the Chemist & Druggist Price List Addendum.

The changes and amendments noted whilst the Price Lists are being produced, so far as possible, will be collated and printed in an Addendum and sent to subscribers with the Price

The first Addendum will be issued with the July Price List now about to be despatched, we regret a little later than intended due to the recent industrial dispute in the printing industry.

The combined "package" — Price List, Addendum and the weekly cumulative Supplements represent an unsurpassable service offered only to Chemist & Druggist subscribers.

'Earmarked' companies

Imperial Chemical Industries, Bowater Corporation, Unilever and Unigate are included in the list of 20 companies which Mr Eldon Griffiths, MP, shadow spokesman for Industry, has claimed are "ear-marked for State intervention". However, a spokesman for the Department of Industry said that the 20 companies — who control 4,000 subsidiary companies, were those who had received Government assistance over a number of years. The issue was not about nationalisation of the companies; the Governments' nationalisation plans were only for shipbuilding and the aerospace industry. However the possibility of including such companies in "planning agreements" with the Government would be included in a White Paper to be published this summer.

Testing scheme to expand?

The voluntary Birmingham Drug Testing Scheme may be extended to the West Midland conurbation if the new local authority is prepared to finance the scheme.

On April 1, responsibility for the checking of food and drugs passed from Birmingham City Council to the new West Midland Metropolitan Council. Mr A. H. Moseley, secretary, Birmingham branch of the National Pharmaceutical Union, told C&D that Birmingham pharmacists had given approval to the extension to the Metropolitan area, and it was now up to the new council to decide if they would finance the scheme.

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29 June 1974

People

Mrs D W. Hole, first full-time administrative secretary to the Guild of Hospital Pharmacists, retires this week after five years very active service. Speaking for the Guild, Mr J. Peatie told C&D "Looking back it is difficult to see how we ever managed without her and looking forward she will be missed for a very long time". Mrs Hole's function will be taken over by an administrative assistant of ASTMS.

Deaths

Boyes: Over 100 friends and relations attended the memorial service to Mrs Doreen Boyes, MPS, at Baxted Park (last week p 794). Among them were Dr G. R. Boyes (husband), Dr G. M. P. Boyes (son), Miss L. M. Boyes (sister), Mrs Murgatroyd and family, Mr Neville Browne, Mrs E. Cornfield, Mr Scriven Turner, Mr and Mrs Treves Brown, and Mr and Mrs I. R. A. Short.

Kennedy: Recently, Mr Robert William Kennedy, FPS, BCom, Barr-at-Law, Castle Barra, Gravel Path, Berkhamsted, Herts, aged 59.

Mr Kennedy, who qualified as a pharmacist at Aberdeen in 1940, was site administrator with the Wellcome Foundation Ltd at Berkhamsted. Previously he worked for Eli Lilly, Bayer Products and Organon Laboratorics before joining the Wellcome Foundation as a marketing executive in 1956. In 1960 he was appointed assistant secretary of Cooper, McDougall & Robertson Ltd at Berkhamsted, following its acquisition by Wellcome.

New Irish fellows

Seven new fellows have been elected by the Council of the Pharmaceutical Society of Ireland. The honour was conferred on Donald W. P. Boyd, John P. Burke, John P. Holland, John P. O'Donnell, John G. O'Neill, Richard J. Power and Michael F. Walsh.

Congratulating the recipients, the Society's president, Mr R. J. Semple, said that each of them had made a significant contribution to the practice of pharmacy in Ireland and had given long and dedicated service. A conferring ceremony and dinner is to be held towards the end of July.

Bombs damage pharmacies

Two pharmacies in Lurgan, co Armagh, Northern Ireland, were damaged in separate bomb explosions on the same night recently. The pharmacy of Mr C. Watt in Market Street was destroyed when a bomb exploded next door to the shop, and a policeman was killed in the explosion. The side wall of Mr L. A. Kerr's Regal pharmacy in High Street was badly damaged by a further bomb explosion.

Topical reflections

BY XRAYSER

Home dangers

Efforts to find "safety" containers for medicines continue, and I note that Mr John Ferguson (an assistant secretary, Pharmaceutical Society) considers unnecessary a Bill designed to make compulsory the use of "child-proof" containers. Mr Ferguson is, of course, correct in his assertion that there is no substitute for care in the storage of medicines in the home. At the same time, one appreciates the problems which beset a busy mother in need of medical treatment herself, or perhaps looking after an aged relative undergoing frequent medication with a fairly comprehensive range of medicines.

It is only too easy to advise that all medicines should be kept in a safe place and out of the reach of children. It is also laid down that all controlled drugs must be kept in the pharmacy in a cupboard conforming to specification. But the safe place and the steel cabinet have to be opened at some time, and it is not unknown for interruption to take place.

There have been safety campaigns designed to keep parents alert to the dangers of medicines in the home. But medicines are far from the only hazard to young children in and out of the house, and in all the circumstances a comparatively large number of children pass through childhood relatively unscathed. Nevertheless, no opportunity must be lost of impressing the need for extreme care, and there is no more effective way of doing it than by word of mouth from the pharmacist himself.

WHO recommend controls on self-care drugs

Self-treatment drugs should in principle be sold in pharmacies only; and their advertising should either be prohibited or strictly limited in order to avoid creating artificial needs, according to a recent World Health Organisation symposium.

The June edition of WHO Chronicle includes a report on the Symposium: Evaluation in Drug Control. On the subject of drugs for self-treatment, the symposium is reported to have felt that the public was entitled to expect such drugs to be reasonably safe and as efficacious as they are claimed to be. To ensure that, and to keep the user properly informed, "all formulations, labelling, package inserts, and advertising must be subject to approval by a drug control authority."

The norms applied in such control "must take into account the public's limited ability to recognise the significance of symptoms and to use drugs properly". Toxicity requirements may need to be more stringent than those for prescription drugs and the monitoring of adverse reactions was just as important. Improved health education could do much to ensure the responsible use of drugs for self-treatment.

On distribution, the report states: "Self-treatment drugs should in principle be sold in pharmacies only, but it should be recognised that in some countries geographical or other considerations may justify their sale elsewhere." Regulations applicable to drugs as a whole should also

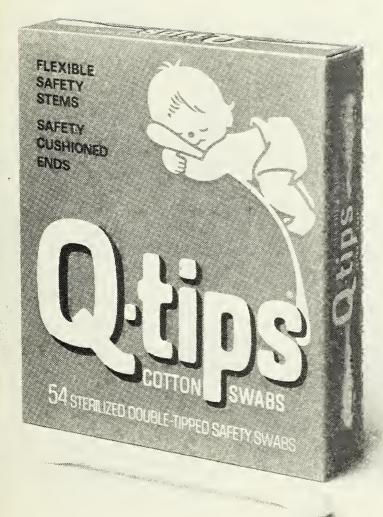
apply to herbal remedies, the report adds.

The symposium recommended that drug combinations, since they were "likely to be used increasingly", should be carefully evaluated. Account should be taken of factors including:— each component should contribute to the desired effect for every indication, and the dose of each appropriate regarding both efficacy and safety; it should be ascertained that a substantial patient population would benefit from the combination; supervision of labelling with combinations is of special importance; and if a combination is to be sold directly to the public, it is particularly important that it should be evaluated in relation to the possibly greater hazard it presents than does therapy with a single drug.'

Other recommendations in the report include: some data on comparative efficacy should be provided as part of an application to market a new drug; the drug control authority should ensure that the physician is kept adequately informed of the comparative efficacy and safety of drugs; and the drug industry should be encouraged to perform studies in children if a drug may be useful in paediatrics.

☐ The Institution of Chemical Engineers has launched an appeal to industry for £320,000. The Institution hope to acquire and develop a site at Leatherhead, Surrey, for when the lease on its present offices at 15 Belgrave Square, London SWI 8PT, expires in 1977.

With 800,000 births due this year, we suggest you stock the profitable cotton swab.



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profitable cotton swabs at once.

Q-Tips cotton swabs Order Form

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Vour	address				

Your Wholesaler's address ____

To: Sales Operations Dept., Chesebrough-Pond's Ltd., Victoria Road, London, NW10 6NA. (Registered Office).

Q-Tips is a registered trade mark of Chesebrough-Pond's Ltd.

New products

Dental care

Solis electric toothbrush

The Solis mains low voltage toothbrush is said to give 2,000 movements per minute of persistent performance. A transformer built into the plug reduces the mains current (220 Volt) down to 6 volt and the appliance is fitted with a motor rather than vibrators. It has four brushes in different colours and a wall-bracket. The makers offer an after-sales service as the various parts can be removed and easily exchanged (M. S. Krausz-Harari Ltd, 87 Ravensdale Road, London N16 6TH).

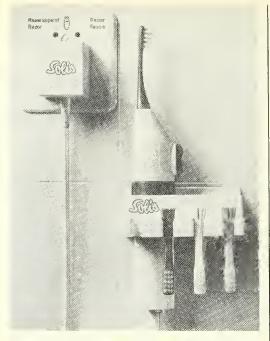
Cosmetics and toiletries
Equatone range extended

Moisture creme untinted and tinted, and protein throat stick are the latest products in the Equatone range by Coty. Moisture creme untinted (£1·40) can be worn under make up or by itself, and protects the skin from the effects of weather; the tinted version offers a choice of beige or rose (£1·40) and gives a hint of complexion colour. Protein throat stick (£2·50) contains hydrolised protein "to supplement the skin's protein" and can be used during the day or night (Coty Ltd, Great West Road, Brentford, Middlesex.)

Lucarelli range in the UK

Following success for the products in the US, Frances Denney Ltd have introduced the Lucarelli range of men's toiletries. There are nine products in the range, all with a distinctive fragrance blended from sandalwood and citrus.

The products are Gritty Face Gel Scrub (£2·45) to "scrub away dead tissue, clean the pores and remove excess oils", preshave beard softener (£2·45), after shave skin fortifier (£2·45), total body shampoo with sponge (£3·60) — a shampoo for skin and hair — body deodorant spray powder (£2·75), a 4-oz Totally Different Cologne (£4·95), light Cologne (£3·95), pocket spray Cologne (£2·45), and L-soap, four inter-



locking bars of hard milled soap (£4·45). They are packed in glossy brown and white paper with a graph-paper design (Frances Denney Ltd, PO Box 105, Sandy, Beds).

Juvena introduce men's range

A range of men's toiletries have been introduced by Juvena which they describe as having a "subtle and traditional wood-scented, spicy fragrance". The products are a 150-cc shaving foam (£1·20), 100-cc shaving cream (£1·00), after shave moisturiser in two sizes—50-cc (£1·50), 150-cc (£3·00)—after shave lotion in three sizes—50-cc (£1·35), 125-cc (£2·25), 200-cc (£3·00)—and moisturising face cream (£1·60).

The range also included a Cologne — 50-cc (£1·70), 125-cc (£2·90) — and deodorant spray (£1·30), plus soap (£1·20) and bath and shower gel (£1·50) (Juvena (GB) Ltd, 19 Grosvenor Street, London W1X 9FD).

Sundries

Two more flykillers

Mafu Tabu and Mafu Star are two new flykillers from Cuprinol. Mafu Tabu (£0.95) is the "TV type design" which can be freestanding or hung up, and lasts for about four months. It comes in a "country style" foil pack in a counter dispenser. Mafu Star (£1.26) is an attractive, sunburnt orange controllable container which can be opened or closed (Cuprinol Ltd, Adderwell, Frome, Somerset).



The nine products in the Lucarelli range introduced by the recently-formed Frances Denney Ltd (see above). The range has been awarded the "Best packaging for a new men's fragrance for 1973" by the USA Fragrance Foundation.

Wella launch retail colour permanent

The House of Wella, well-established in the professional field of hair colorants, have produced their first-ever permanent home hair colourant. Called Wella Colour Confidence (£0·62), it is the result of extensive research by Wella to produce a "permanent" hair colourant combining ease of application with reliable results and an "even colour that covers superbly and looks completely natural".

All 12 shades, say the makers, cover grey hair well. The range extends from the darker shades, beginning with black (a popular shade for younger women),

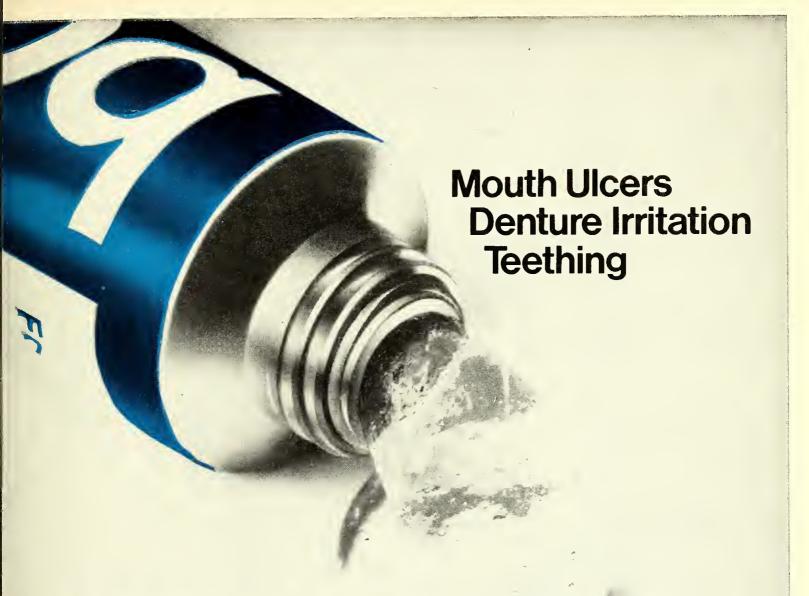


chestnut brown (a rich brown colour) and medium brown. It continues through light brown (a soft brown colour), light golden brown (a warm, lively shade), and auburn, to honey blonde (recommended for those who had fair hair as a child), light honey blonde ("ideal for toning bleached hair"), ash blonde, silver ash blonde and light ash blonde.

The product is easy to apply. It is shampooed onto the hair and rinsed out after the full development time — about 30 minutes. A pair of gloves has been included in the pack to enable the colourant to be used without colouring the hands. A feature of the product is the inclusion of an after-colour rinse which has been formulated to minimise colour fade.

To assist the retailer in helping his customer choose the correct colour for the desired result — the same colour will have differing results on different coloured hair — Wella have produced a shade guide showing the results of each of the 12 shades on five different, natural hair colours. Hair tufts are used to give a more accurate illustration.

Wella Colour Confidence comes in a brown, white and pink box. Full colour, single and double page advertisements in women's magazines will support the launch.



bonjela Trade Mark

The three minute remedythat lasts for hours

Bonjela ensures rapid and effective relief of mouth pain as most doctors, dentists and their patients know. More and more people are telling their friends about Bonjela. More and more people are asking for Bonjela by name. You can benefit from Bonjela's rapidly growing acceptance, by displaying it on your counter. Your customer will

thank you for supplying an effective treatment. Both you and your customers will profit from Bonjela.





Further information is available from: Lloyds'Pharmaceuticals Ltd A member of Reckitt & Colman Pharmaceutical Division, Hull



Accolade could put new life in your profits.

Accolade replaces the body salts lost in sweat and supplies glucose. It was launched in September 1973 to professional and dedicated amateur sportsmen. Examples of those who already useand recommend Accolade are Jonah Barrington, Bertie Mee, Virginia Wade and Tony Greig.

So favourable were the initial reactions to the product's effective-

ness and price, and so great its potential market amongst all sportsmen and active people, that it is now available on general sale.

Accolade. The Energiser. For Active Chemists.

Nicholas For further information:
Accolade, Nicholas Products Ltd., P.O. 17,
225 Bath Road, Slough, Telephone; Slough 23971;

Accolade is a Trade Mark

Irad

Heinz low calorie soups

A range of six, low calorie soups have been launched by H. J. Heinz Ltd, Hayes Park, Hayes, Middlesex, in the London, Southern and Anglia television areas. The 10-oz cans of soup $(£0.9\frac{1}{2})$ have no more than 70 calories, and the flavours are mushroom, chicken, oxtail, tomato, chicken with vegetables, and vegetable and beef.

To support the launch, a 30-second television commercial featuring the range as "A souper way to slim" will begin in the launch areas in mid-August, and 2p coupons redeemable against purchase of the low calorie soups, will be dropped into 4,500,000 London and East Anglian homes. A full colour insert in Slimming magazine will introduce the range to readers in the launch area. A range of point-of-sale material is also available.

Photo delivery service for Scotland From July 1, Southall Bros & Barclay, photographic wholesalers, have appointed Weston Photographic Laboratories, 12 Dryburgh Road, Wishaw, ML2 7JA, as agents, to provide representation and van delivery service in the heavily populated areas of Scotland. Representation will be carried out by Mr Bill Kerr of Weston Photographic Laboratories.

Weston Photographic Laboratories will arrange for Southall's orders to be taken over the telephone at their Wishaw address (telephone Wishaw 78784). Orders will be transferred by telephone to Southalls in Birmingham by 11am on Wednesday of each week, and goods will be transferred by van from Birmingham to Scotland on Thursday and will be delivered to the dealer by van on Friday. Goods for areas not covered by Weston Photographic Laboratories delivery service will be dispatched by the quickest possible means (carrier or bus service).

New shape for Pearl Drops

The peppermint and spearmint flavours of Pearl Drops now come in a "nose-down" bottle that rests on a pedestal cap to enable the product to flow more easily.





Carter-Wallace Ltd, Wear Bay Road, Folkestone Kent, plan to spend over £250,000 on television advertising for the product this year.

New distributors

Photax (London) Ltd, Eastbourne, Sussex, are now distributing Sun 7S automatic lenses, for 35mm interchangeablelens automatic cameras.

Vestric promotions

The national promotions for July offered by Vestric Ltd, Chapel Street, Runcorn, Cheshire WA7 5AP, are: Reban shampoo (bottle and sachet); Vaseline petroleum jelly (no 1 and nursery); Cool antiperspirant, dry powder, foot powder; Ultrabrite; Close-Up; Johnson & Johnson baby powder (227g and 298g) and baby shampoo; Philips electric underblankets.

Burneze packaging

As a temporary measure Burneze, manufactured by Potter & Clarke Ltd, 9 Wellesley Road, Croydon CR9 3LP, will be packed in a display carton of six, demand having overtaken the supply of packaging. The usual individual window pack will return in due course.

Wade products from Radiol

Following the acquisition of Wade Pharmaceuticals Ltd, by Radiol Chemicals Ltd (see p 836), Wade products should be ordered from Radiol's address at Witham, Essex, from July 1.

Vanity Scotties on Capital

Following the relaunch of Vanity Scotties, Bowater-Scott Corporation Ltd, Bowater House, 68 Knightsbridge, London SW1X 7LR, plan a two-month advertising campaign for the product on Capital Radio, breaking July 1. The 30-second commercials will be heard at the peak early-morning listening periods.

Pack change

Golden Babe Snuggi pants from Lilia-White (Sales) Ltd, Charford Mills, Birmingham 8, now come in a redesigned pack featuring a full-length baby. The pack is pale blue, the same colour as the Bambi pack, to give a greater on-shelf association between the two products.

More Sweet Earth fragrances

Three fragrances have been added to the Sweet Earth collection from Coty Ltd, Great West Road, Brentford, Middlesex. They are, jasmine, a fresh, delicate fragrance; mimosa, a sweet and honeyed perfume; and tuberose, a rich and fullbodied fragrance. They come in two forms -oil (£0.95) and spray (£0.85).

Broxodent distribution

Rollbrae Ltd, 87 Ravensdale Road, London N16 6TH, are now distributing the Broxodent automatic (mains supply) toothbrush (£12.95).

Summer advertising for Dristan

International Chemical Co Ltd, 11 Chenies Street, London WC1E 7ET, are launching a national advertising campaign for Dristan. The campaign, using six-inch triple column advertisements, will be seen in the Daily Express, Daily Mail, Daily Telegraph and News of the World.

Optrex sponsor championships

Members of the Canadian national swimming team are to compete in the ASA National Championships, taking place at Blackpool, July 17-20. The championships are sponsored by Optrex, Keldon Ltd, Wadsworth Road, Perivale, Middlesex.

Mayborn Products Ltd, 139 Sydenham Road, London SE26 5HD, have added a large size dye and dye fix to the Dylon range of cold dyes. The 30-g cold dye pack (£0.77) will dye up to $2\frac{1}{2}$ lb of material and there is a choice of 12 colours. The cold dye fix is 75-g (£0.18) and comes in a white cardboard drum with a resealable plastic lid. The dye itself is in a turquoise pack with a resealable Jaycap colour indicator. There are two types of display unit available — a wire unit with a plastic vacuum formed tray, or a free-standing unit.

Lifeguard goes to Brillo

Nicholas International, through their UK subsidiary Nicholas Products Ltd, have agreed to sell to Brillo Manufacturing Co, the world rights of Lifeguard for an undisclosed price. Nicholas will continue to manufacture Lifeguard until September but distribution and marketing will be transferred to Brillo on July 1. From this date all orders and inquiries should be addressed to the Sales department, Brillo Manufacturing Co of Great Britain Ltd, Cordwallis Estate, Maidenhead, Berks.

Continued on p 822



Trade News

Continued from p 821

Kodak advise on overseas processing

Kodak Ltd, Hemel Hempstead, Herts, are distributing leaflets, about processing Kodachrome films overseas, to photodealers for issue to their customers. The leaflet points out that if, for any reason, it becomes clear that films sent to Hemel Hempstead are likely to be subject to unusual delays, such delays may be avoided by sending the film direct to another Kodak processing station in Europe.

Advice is given on packing the film, in its yellow envelope, inside a stout envelope (to avoid inadvertent misdirection). A green customs declaration form is attached before posting to identify the contents as "Exposed unprocessed film, no commercial value".

A spokesman for Kodak told C&D this week the maximum "door to door" processing time for Kodachrome films was now 14 days, but that was subject to postal delays.

Norprint and Price Commission

The notification to the Price Commission which was withdrawn by Norprint Ltd during May was for a rise of 11.4 per cent on tags, tickets and labels (corrected note).

Boots add toothpaste colour

Two brightly-coloured, clear toothpastes — one red, one blue — have been introduced by Boots. The toothpaste is in two sizes, 70cc (£0·20) and 100cc (£0·26).

They have also introduced Country Clear face packs (£0.09) and two face cleansers — herbal for oily skin, and orange blossom for dry and normal skins (£0.28) — to the 17 range.

Immac pack change

International Chemical Co Ltd, 11 Chemies Street, London WC1E 7ET, have introduced a larger size for Immac lotion. The



Stand no 35012 holds a large selection of purse-size atomisers by J. & T. Gorney, 16 Oakwell Mount, Leeds 8. Prices range from £1.05 to £1.95, and each tray has a price sticker on the back to help with pricing.



new size is a 115-g glass jar (£0·46); the 78-g size has been discontinued.

'Inborn errors' chart

Koch-Light Laboratories Ltd, Colnbrook, Bucks 0BZ SL3, have published a 1974 version of the "Inborn Errors of Metabolism" chart (£0·36, including p&p). Measuring $15\frac{1}{2}$ x $13\frac{1}{2}$ in, the five-colour chart is based on the 1974 edition of the "Metabolic Pathways" chart. Some 70 genetic diseases, keyed into the relevant enzymes, are displayed around the sides.

Family Doctor on babycare

"Babies & toddlers — from birth to four" is the latest booklet from Family Doctor Publications (£0.15). Dr David Harvey, a consultant paediatrician, gives advice on childcare, how to know what is normal and what needs expert help. Available to members from the National Pharmaceutical Union, 321 Chase Road, London N14 6JN.

Christmas show

Bremner-White Ltd, Throckley Industrial Estate, Ponteland Road, Throckley, Newcastle upon Tyne, are holding an additional Christmas show at the Royal Victoria Hotel, Sheffield, July 10-11.

on TV next week

Ln — London; M — Midland; Lc — Lancashire Y — Yorkshire; Sc — Scotland; WW — Wales and West; So — South; NE — North-east; A — Angla; U — Ulster; We — Westward; B — Border; G — Grampian; E — Eireann; CI — Channel Islands.

Anne French: Ln, M, Lc, Y Arrid Extra Dry: All areas

Bisodol: M, G

Close-Up: All except B

Cool: All areas

Fresh & Dry: All areas Gillette G11: All areas

Harmony hairspray: All areas

Harmony shampoo: All areas

Immac: All areas

Macleans Freshmint: All areas

QT: All areas

Right Guard: All areas

Setlers: M

Schick Injector razor: All ercept U

Sunsilk hairspray: All areas

Sure: All areas

Prescription specialities

BETA-CARDONE tablets and injection

Manufacturer Duncan, Flockhart & Co Ltd, London E2 6LA

Description Tablets: 40mg — green, scored tablet engraved DF/BC4 containing sotalol hydrochloride 40mg. 80mg — red, circular, scored tablet engraved DF/BC8 containing sotalol hydrochloride 80mg. *Injection*: Sotalol hydrochloride 10mg in 5ml

Indications Angina pectoris, hypertension, cardiac arrhythmias. In thyrotoxicosis for short-term symptomatic relief of sympathetic overactivity

Contraindications Heart block, history of bronchospasm, diabetic keto-acidosis, metabolic acidosis, pregnancy

Dosage Usually low initial dose, increasing gradually until desired response is obtained. Generally, heart rate should not be reduced to less than 55 beats per minute. Angina pectoris — usually 240-480mg daily in divided doses. Hypertension — usually 240-600mg daily in divided doses. Cardiac arrhythmias — usually 120-240mg daily in divided doses. Thyrotoxicosis — usually 120-240mg daily in divided doses. IV administration, acute cardiac arrhythmias — 10-20mg.

Precautions May mask usual pre-hypoglycaemic warning signs. Should be discontinued 4 days before surgery; if impossible, vagal dominance should be counteracted by iv atropine sulphate (0.25mg to 2mg), and ether, chloroform, cyclopropane and trichlorethylene should not be used Side effects Bronchoconstriction has been reported in a few cases; may be controlled

reported in a few cases; may be controlled by iv atropine sulphate (0.25-2mg) and/or inhalation of a selective \(\mathbb{B}\)-adrenoceptor stimulant such as salbutamol

Storage Protect from light

Packs Tablets: 40mg — 100 (£2.93 trade) and 500 (£13.65), 80mg — 100 (£4.35) and 500 (£20.97). Ampoules, 10 x 5ml (£4.41) Supply restrictions Recommended on prescription only

Issued June 1974

Notes Sotalol hydrochloride is a ß-adrenergic receptor blocking agent with no cardiac stimulant activity or direct myocardial depressant effect. It reduces the rate and force of contraction of the heart and diminishes cardiac work and oxygen consumption

LANOXIN — 125 tablets

Manufacturer Wellcome Medical Division, The Wellcome Foundation Ltd, Berkhamsted, Herts

Description White tablet containing 0·125mg digoxin, coded "Wellcome Y3B" Indications etc As for Lanoxin tablets Packs 500 tablets (£0·80 trade)

Supply restrictions PI, SI Issued June 1974

More Specialities on p 831



The van that's big on space, small on costs, and easy on fuel.

The Fiat 850T gives you more space at less cost than any other van. With petrol economy of up to 29 miles per gallon.

Designed to carry over 12½ cwt, the 850T van gives you an extra-large, fully-lined interior of up to 106 cu.ft. capacity. Easy loading is ensured by wide doors, and a flat floor only 16" above the ground.

Flush-sided and highly manoeuvrable, the 850T van is the ideal vehicle to speed your in-town deliveries, and avoid parking and access problems. Van body choices of two/three door, normal or high-roof versions to suit every need. The 850T van is robust, comfortable, safe

and superb value.

Post the coupon today and we'll send you full details, and the address of your nearest Fiat dealer who will demonstrate the van, and give you full information about the anti-rust programme.

High Roof 2-door £924.00 3-door £951.00

FIAT All prices quoted exclude VAT. delivery charges and

number plates. Special fleet terms available on request.

To: Fiat (England) Ltd., Freepost, Brentford, Middlesex, TW8 9RY

Please send me full details of the 850T van.

Trade

Address

Telephone

Current van(s) make and model

CDR/29/6



New 4711-in-Britain team to launch new products

As part of a plan to launch new products and extend the sales of 4711 in Britain, a new team will both manufacture and market 4711 products here exclusively.

The new internationallylinked organisation's job – and only job – will be to build on the success of Scott & Bowne Ltd. who have handled 4711 products for over 20 years.

They will have the research, technical and marketing expertise of a vast world-wide organisation to back them up.

They will see to it that 4711 products are effectively promoted with the help of national advertising and a new, exciting point of sale policy.



The new address is:-

They will see to it themselves that your orders are met in a swift and efficient way.

After energetically marketing the present 4711 range they will launch new products, ranges and concepts which have all been tested and seen to be particularly successful in other parts of the world.

Heading the new team are:-H. R. Duncan Sales and Marketing Director B. W. Schwind Production Director

A. R. Cross Sales Manager E. T. Down, FCIS AIAC Financial Controller A. J. Pagdin

Production Manager

Cologne Perfumery Ltd., Telford Road, Basingstoke, Hampshire. Tel: 0256 62711 Telex: 847774

English decorated bell metal mortars

by C. A. Peal

There is much research work to be done on the dating of decorated bell metal mortars says the author who, in the first of two articles, puts forward a scheme based on shape and the decoration for ascertaining the origin of these and other mortars. He seeks information, comment and suggestions from readers

PART 1

Decorated mortars were made both in the bell-foundry and at the churchyard from surplus metal when casting bells. These mortars are sturdy and intriguing bygones of great collectability, and so far have not been given their due study. Research and analytical thought applied to their dating is long overdue, and time is running out, because prices of such antiques almost preclude the formation of amateur research collections.

It is unfortunate that up to about ten years ago when specimens abounded, curiosity was rare. Dates were ascribed loosely but with an air of authority, and were accepted and perpetuated. Dates and initials on castings were usually individual dies pressed into the clay moulds, with or without further decoration.

Let us not sit unquestioning on our mortars, let us get together and pool information. Collectors with dated specimens are in the best position to produce satisfactory cross-referenced dating, both by the forms and by any directly associated emblems. Many mortars bear several emblems, and these will cross-refer to other emblems and to other forms. I propose a scheme of collecting the information building up first and second generation references, some of which will lead back providing checks. Already I have gone a considerable way in this direction.

Starting from early in this century there have been several published articles, many in the *Chemist & Druggist*, but they are almost entirely descriptive of individual mortars, and there appears to have been no effort to classify types or give reasons for datings. I find that little progress is to be gained from them, despite the excellence of the reproductions.

In the course of collecting I have acquired old and obscure magazine articles, personal catalogues of two famous collectors, correspondence and photographs, all of which provides useful records. I have also "met" several of the actual illustrated mortars in museums, and private collections. As I progress I wonder now how big is this Cinderella subject.

Other media have been turned to in varying degrees, such as oak carvings on furniture, leadwork; plasterwork, book corners and bosses, buckles, needlework and pewterers' touch marks. Little of direct help with mortars transpires, but one progresses hoping that surely from somewhere something will emerge. At present my datings are loose, largely uncertain, tolerant, and open to correction on evidence.

Unknown to each other, on the one hand Dr J. Crellin and Miss D. Hutton of the Wellcome Foundation ("Comminution and English Bell Metal Mortars",

Medical History, Vol XVII No. 3, July 1973), and I on the other, at the same time were preparing material for publication in greater depth. A little of the work was parallel, and this was largely in agreement. My current efforts are on forms, and particularly the association of all the various emblems and motifs leading to significance and dating. I have based the work primarily around my own collection, with attention wherever possible to other private collections, museums both major and provincial, shops and sale rooms.

There are many points which need a feed-back of information, particularly on the significances of several emblems. Although mortars are now considered predominantly pharmaceutical, they were originally largely confined to household use in the still room. Agreed that mortars were an important and costly item of equipment in the pharmacy in the 17th century, so their distinctive shape was readily adopted as the symbol of the trade. However, no matter the habitat, history or uses, we want here to find out more about mortars as we see them.

I am primarily concerned with those under 5½ in high, because the forms very largely conform to types, and bear emblems and motifs not usually found on larger mortars.

So first, definitions. FORM, is the side elevation of the outline of the body. DECORATION, includes date, initials, founders' marks, merchants' marks, heraldic etc emblems (such as crowned rose, monarch's head etc), and motifs (including geometric designs, and to a lesser extent, bands of decoration). We seek primarily what is datable, and what can cross-refer this dating to other forms, and emblems.

Continued on p 827

ist the latter form 10

Fig. 1 Charles I arms, Commonwealth arms, form 7 (see p 826) and two examples with the Charles II bust, the latter form 10. Obviously dating is tight.



Form	1	2	3	4	5	6	7	8	9	10	1
	1600 20(6) (Q. Eliz. and base bands)	1630_25(4) (tear drop)	1635 ± 30(8) (Q. Eliz., and date 1665)	1640 20(9) (oak furniture)	1640_20(5) (Norwich Arms)	1650_30(6) (Acanthus)	1655_10(10) (Commonwealth Arms)	1665_15(9) (Commonwealth Arms and Chas. II bust)	1665±10(10) (Crowned rose and Commonwealth Arms)	1675±10(9) (Charles II bust, and tulips)	Later 18th c. Brass
				-							-
Charles II bust, 1665 5(10) ba, bb	4							×		×	
Convent. band, 2nd half 18th c. (10) c.											X
Rose crowned, 1665_10(10) da, db*							×	×	×		
Rose crowned, larger, 1600±20(6) dc	?										
Fleur de lys, Bell metal, 1655±15(8) ea								×			
Fleur de lys, Brass, 1st half 18th c. eb†	?										-
Fleur de lys, crowned, B-m, 1655±15(9) faa, fab*		-					×	×			-
Lion passant, 1600±20(8) g	\ \ \ \	ļ									-
Lion rampant, 1665±10(8) h							×		×		-
Dragons head, 1655 ± 15(8) i								X			-
Stags head, 1645±25(9) j‡								×			-
Griffon with key, 1665±15(9) k								×	X		
Unicorn 'rampant', 1655± 15(8) I								×			
Commonwealth Arms, 1655 ± 5(10) m							×	×	X		
London Arms, 1655±15(9) n		-						×			-
Double-headed Eagle, 1655±15(8) o		-						×			
Oakleaves, 1655±15(8) q								X.			-
Crowned rosette, 1695±5(9) r								1		×	-
Lions faces, 1600_20(8) s	×										1
Q. Elizabeth, (1-lug), 1600±10(8) t	Χ.										
Norwich Arms, (1-lug), 1600 10(8) u	×				X						_
Mask (large), 164020(8) v		-			X						-
Diamond, 1640±20(9) w	-			X							-
Never-end symbol, 1640±20(9) x				X							-
Acanthus, 1670±50(5) y*						×					-
Rosette Medium, 1650±30(8) a1		ļ	X			×					-
Rosettes-2 diff. small, 1650±30(7) a2		-				×					+
Motif in rectangle with border, 1645±35(8) a3		×	×			×					
Motif in rectangle no border, 1650±30(6) a11		×	-								
Acorn, 1650±30(7) a4						×					-
Rosette, large, 1640±20(8) a5			X								
Face in tear drop ?QE, 1650±30(3) a6						×					
Rose crowned, small, 1655±15(9) a7								×			
Shield "horned", 1630±25(6) a8		×				×					-
Crucifixion, 1640±20(6) a9a, b											
Q. Eliz. (probably), 1630 ±30(5) a10			×								-
Hare (or stag) in teardrop, 1630±25(7) a12		×									
Composite, (small rose, f. de l., 2 cherubs), 1650 30(6) a13						X					-
Mask (small), 1650±30(8) a14 Dragon rampant, dated 1655 (F3) a15			×		= 1	X					
traugn rampant dated 1555 (E3) al5			X								

Footnote: *And on brass mortar

†Form not numbered

‡Similar to form 5, carved lip, squatter

Fig 3. Four mortars of form 6 showing a range of emblems and motifs. Note acanthus upside down. See the low relief motif with blobs referred to in Part II. On right, see the irretrievable damage caused by foolish cleaning. 1650 ± 30 (6)

F11

F10

The alloys can and do give helpful dating evidence, and in one case this places an emblem 200 to 300 years later than first sight suggests. Very roughly I take bell metal to run to c.1700, thereafter tailing off in favour of brass. Bell metal gives a warm, slightly red-brown impression, and has dark brown oxide: brass is brittle, with a cold yellow appearance with a blacker oxide — but colours can vary according to contingent factors. Dates in the table are quoted with a ± span, followed by a figure in parenthesis, which is a rough degree of certainty, up to ten.

To encourage mortars to admit their age, let us look first at some broad groups of emblems, starting with those which give us the best dating leads. They are:—Dated or datable inscriptions, monarchs, "conventional bands", rose crowned, fleur de lys, fleur de lys crowned, heraldic animals, waist bands other than "conventional", other unclassified emblems and motifs.



Fig 2. "Conventional band". Made in all sizes. Note pedestal base. Form II, brass, latter 18th century, long span

Dated mortars

Many dated mortars survive, but are not now readily available in shops. I have usually left them for those with deeper pockets, after noting details. Some bear the rose crowned, and these give dates for the forms on which they appear, and from which we can build at least some of the spans. Some bear a date and maker's name; in the absence of any other record of his dates his working could be taken as probably up to 30 years before, or after, that date (NOT ±). Given a mortar date of,





Fig. 4. Heraldic animals. Dragons head, and Griffon with key, form 9, 1655 ± 15 (8)



Fig. 5. Two varieties of rose crowned on forms 8, 9. Form 8 was host to at least 15 emblems. $1665\pm10~(10)$

for example, 1660, then his span might be 1630-60, or 1660-90; or more likely 30 years centred somewhere between. Two wide-apart dates for one maker, form or emblem, could be taken as the span. The rose crowned is almost the only emblem to be accompanied by dates. It is palpably a royal emblem, and so it was likely in vogue because of the Restoration, and is c1660-85. Dates found on such mortars confirm this. We will see later that many other forms and emblems were in use at

the same time. This rose crowned appears on forms 8, 9, and very occasionally on form 7. A larger type of rose crowned appears to be very early 17th century, and may have been similarly inspired by an accession — James I.

Monarchs

There appear to be only three: — Charles I Arms (1625-49); Commonwealth Arms (1649-60); Charles II bust (1660-85).

The detail of Charles I Arms is almost

Fig 6. Fleur de Lys. (a) On bell metal. One similar bears date 1667. The crude cleaning by grinding has destroyed exact identification of form type. (b, & c)Two varieties of this neat emblem on brass. 18th century

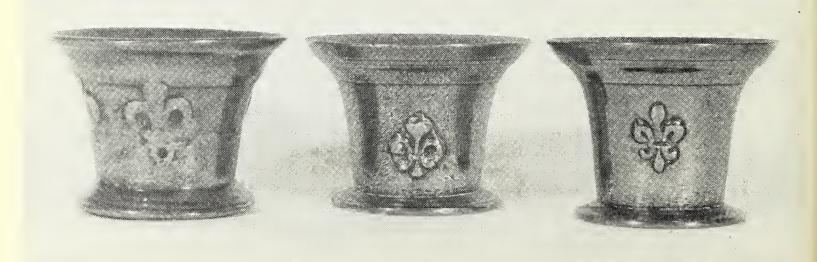
invariably poor. I have only seen one really clearly cast out of, I suppose, upwards of a couple of dozen. Admittedly it calls for a clean die and accurate casting, but some I have seen show coarse filemarks. I wonder if they were intentionally defaced by order during the Commonwealth? Certainly no one would have cast them after Charles' death, so we have the date of the one form on which they appear. But I have not seen any other emblem on the form on which it appears! Similarly the Commonwealth Arms must be confined to 1649-60, but more helpfully than the last, they appear on forms 7, 8, 9. Charles II bust, obviously of great general appeal, is often wrecked by heavyhanded dealers, thinking to glamourise by brightness, achieving maximum damage in minimum time. It appears on forms 8, 9, 10. So forms 8 and 9 were used both before and after 1660.

"Conventional band"

Is a waist band of shell, foliage and grapes etc always in brass. It is included here (a) because it can be dated loosely but with certainty; and (b) to prove English provenance. For centuries there had been waist decoration of tracery, the bands being less horticultural in detail. The later ones are the most common decorated mortar style, and the brass body shows the fine lines of machine tidying up. They run in all sizes, obviously late 18th century, and are so proved by large ones bearing "J. Beardmore fecit 1768". The point of English provenance is made because in some quarters, and by some Dutch dealers they are ascribed to Holland. Dutch forms are completely different. It is notable that 18th century decorated mortars except those with emblems are made with pedestal accommodation which includes the "Conventional Band". Plain 18th century ones appear never to have this; presumably only prestige - and very large - mortars were used on pedestals, and were decorated to warrant exalted position. Some larger, earlier mortars too, have the pedestal base.

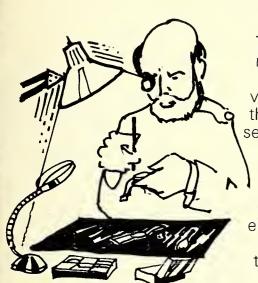
The illustrations are of a few of the forms and emblems mentioned in the text of both Part I and Part II. Examples might possibly be seen in shops and sale rooms, but probably in reserve collections of museums, in private collections — and more likely still — in many a pharmacy.

(To be concluded)



Have nothing to do with Continental Swiss

Continental Swiss-the carefree watch that leaves you nothing to do...but profit!



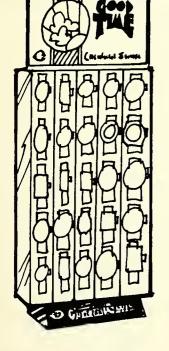
The Swiss quality image. Up-to-theminute fashion styling. Budget prices (from £5.75 retail!) and a sparkling variety of in-store showcards, all mean that Continental Swiss watches simply sell themselves. Displayed in an exciting pilfer-proof showcase, you just set them up and forget them!

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DEC

Life is for living with Pharmaton sales

Pharmaton Capsule sales

NOV

OCT

PHARMATO

SEP

*Pharmaton sales outstripped the market growth by 81% during 1973.

*Pharmaton is a chemist-only line.

*Pharmaton-Join our success. STOCK, DISPLAY and SELL

Pharmaton Capsules.

*Pharmaton-the Vitamin

Plus Capsule. Contains Ginseng.

The graph shown here clearly demonstrates how Pharmaton's phenomenal sales growth continued to outstrip the total tonic market growth in 1973

the total tonic market growth in 1973.
Pharmaton is not only increasing its market share, but doing so at

an increasing rate.
Only chemists can benefit from this rising tide. So the message is clear. STOCK, DISPLAY and SELL Pharmaton—the Vitamin Plus Capsule that

contains Ginseng.

The Tonic Market 1973

AUG

JULY

JUNE

MAY

APL

MAR

Pharmaton
The Big Profit earner

For further information on Pharmaton products, contact the Pharmaton
Information Bureau, 6 Rosebery Road, London SW2 4DE.

Vestric Ltd are the main UK distributors for Pharmaton products.

Prescription specialities

Continued from p 822

PULMADIL inhaler and auto

Manufacturer Riker Laboratories, Loughborough

Description Inhaler — suspension of rimiterol hydrobromide 10mg per ml in pressurised aerosol delivering 300 measured doses of 0.2mg, Auto — suspension of rimiterol hydrobromide 10mg per ml delivering 300 measured doses of 0.2mg by breath-actuated pressurised aerosol Indications Relief of bronchospasm in

Indications Relief of bronchospasm in bronchial asthma and chronic bronchitis

Dosage One or two puffs, not to be repeated in less than one hour. No more than 8 treatments in 24 hours. Should be given to children only under supervision of a responsible adult

Precautions Care in patients with thyrotoxicosis. Excessive use can indicate lack of response, suggestive of status asthmaticus. 100mg hydrocortisone should be given intravenously and the patient admitted to hospital

Storage In a cool place, protected from frost and direct sunlight. The pressurised vial should not be punctured or burnt. Shelf life 3 years

Packs Inhaler comprising vial and adapter (£2.00, trade); auto (£3.25), replacement cartridge (£2.00)

Issued June 1974

Notes Rimiterol hydrobromide is a sympathomimetic agent with a rapid, selective action on B₂ adrenergic receptors in bronchial muscle with virtually no effect on B₁ adrenergic receptors at therapeutic dose levels. Cardiac stimulation is negligible and occurs only at high doses or in hypersensitive patients. Rimiterol is rapidly inactivated by the enzyme catechol Omethyltransferase and removed from the blood by uptake into smooth muscle (plasma half-life less than 5 minutes), which reduces risk of accumulation of active drug should the inhaler be overused

PRODOXAL tablets

Manufacturer William R. Warner & Co Ltd, Eastleigh, Hants SO5 3ZQ.

Description Light green mottled, biconvex, ellipsoid tablet with bisecting score, each containing oxolinic acid 750mg.

Indications Treatment of acute, chronic and recurrent urinary tract infections caused by Gram negative pathogens sensitive to oxolinic acid.

Contraindications Persons with known sensitivity to the drug; nursing mothers; first trimester of pregnancy.

Dosage Adults—I tablet every 12 hours for 7-14 days, preferably after food. No dosage recommendation for children.

Precautions May give false negative reaction for glycosuria when urine is tested with Benedicts or Fehlings solution or Clinitest reagent tablets, but not with Clinistix. Treatment of patients with moderate or markedly impaired renal function has shown no further impairment nor kidney damage. However, because the drug is largely eliminated by the kidney it should be used cautiously

in patients with severely impaired renal function. May cause CNS stimulation, therefore caution in known convulsive disorders.

Side effects Gastrointestinal upsets, visual disturbances and CNS associated effects, usually reversible when treatment discontinued.

Storage In a cool place.

Packs 28 (£5.90 trade) and 100 tablets (£19.50).

Supply restrictions PI, TSA. **Issued** July 1974.

LOCOID cream, cintment, lotion

Manufacturer Brocades (Great Britain) Ltd, West Byfleet, Surrey KT14 6RA

Description Cream, containing 0·1 per cent hydrocortisone 17-butyrate in a cream base. Ointment containing 0·1 per cent hydrocortisone 17-butyrate in an ointment base. Lotion, containing 0·1 per cent hydrocortisone 17-butyrate in an aqueous alcoholic lotion base

Indications Treatment of conditions responsive to topical corticosteroids, eg eczema, dermatitis and psoriasis

Method of use For adults and children, to be applied two to four times a day, or as directed by the physician. Where necessary, application may be made under an occlusive dressing. Locoid lotion is primarily intended for application to the scalp

Contraindications Presence of viral or fungal infections, tubercular or syphilitic lesions, and in bacterial infections unless used in conjunction with appropriate chemotherapy. Should not be applied extensively, ie in large amounts or for prolonged periods, in pregnancy. Contact with the eye should be avoided

Supply restrictions Therapeutic Substances

Packs Cream and ointment in tubes of 30g (£0.90) lotion in vial of 15ml Issued July 1974. (Initially hospitals only. lotion not yet available commercially)

BLOCADREN tablet

Manufacturer Merck Sharp & Dohme Ltd, Hoddesdon, Herts

Description Blue, half-scored tablet, marked "MSD 136", containing 10mg timolol maleate

Indications Angina pectoris due to ischaemic heart disease. Essential hypertension

Contraindications Congestive heart failure; right ventricular failure secondary to pulmonary hypertension; significant cardiomegaly; sinus bradycardia; 2nd and 3rd degree a-v block; cardiogenic shock; allergic rhinitis, bronchospasm (including bronchial asthma), or chronic obstructive pulmonary disease; anaesthesia with agents that produce myocardial depression; pregnancy.

Dosage Initially 5mg three times daily, increased if necessary at intervals of at least 3 days. First increase should not exceed 10mg daily; subsequent increases not more than 15mg daily. Angina: 15 to 45mg daily, usually 35 to 45 mg daily. Some patients can be maintained on a twice-daily regime. Hypertension: usually 30mg daily or less. sometimes 45mg daily, max 60mg daily.

Precautions Cardiac failure: full digitalisation should be employed at first sign of impending failure. Care in bradycardia, a-v block, or respiratory distress. Patients liable to hypoglycaemia. Diabetics on oral hypoglycaemic agents. Catecholamine-depleting drugs eg reserpine, guanethidine. Avoid abrupt withdrawal in anginal patients. Impaired liver or renal function Side effects Gastro-intestinal symptoms, dizziness, weakness, headache, and dyspnoea. Insomnia, severe bradycardia, partial auriculoventricular block, postural hypotension, sedation, and mental depression have been reported infrequently

Notes Timolol maleate is a β-adrenergic receptor blocking agent. It delays or prevents development of anginal pain by modifying the cardiac response to stress or exercise and antagonises stimulation of the β-adrenergic-receptor sites caused by an excess of circulating catecholamines. The exact mechanism of action in reducing blood pressure is still unknown.

Storage In a cool place, protected from light. Keep container well closed

Packs Bottles of 100 (£4.00 trade)

Supply restrictions Recommended on prescription only

Issucd June 1974

ASILONE gel

Manufacturer Berk Pharmaceuticals Ltd, Station Road, Shalford, Guildford, Surrrey GU4 8HE.

Description Thick white gel, each 5ml containing equivalent of polymethylsiloxane (dimethicone BPC) 125mg, dried aluminium hydroxide gel 420mg, light magnesium oxide 70mg.

Indications, ctc As for Asilone suspension. These preparations are probably best avoided during pregnancy.

Dosage 5-10ml before meals and at bed-time.

Packs 300ml (£0.87, trade). Issued July 1974.

PRAMIDEX tablets

Manufacturer Berk Pharmaceuticals Ltd, Station Road, Shalford, Guildford, Surrey GU4 8HE.

Description White tablet marked "Berk 5E5" with single breakline on reverse, containing tolbutamide 500mg.

Indications Oral hypoglycaemic agent for mild and moderately severe uncomplicated diabetes mellitus, particularly of maturity onset type.

Dosage, etc As for other tolbutamide preparations.

Packs 500 tablets (£4.84 trade). Supply restrictions PI, S4B.

Issued July 1974.

Lanoxin — PG elixir

Lanoxin — PG (paediatric/geriatric) elixir now replaces Lanoxin paediatric elixir. Wellcome medical division, Berkhamsted, Herts, say that only the name has changed, the formulation and price remain the same. The elixir preparation will soon be the only oral liquid form of Lanoxin available as the eral solution is to be discontinued.

Androcur available in July

Androcur tablets (*C&D* June 15, p 736), will be marketed by Schering Chemicals Ltd, pharmaceutical division, The Brow, Burgess Hill, Sussex RH15 9NE, from July 1.

Proposed poisons changes

The Poisons Board has recommended changes in the Poisons Rules and Poisons Lists, including a new category for sale of certain substances for forestry use, and amendments for Controlled Drugs following the implementation of the Misuse of Drugs Regulations 1973.

The proposals in full are:

Salts of barium: an exemption to be made in Group II of Schedule 3 to the Poisons Rules to allow the uncontrolled sale of barium carbonate, when contained in sealed smoke generators containing not more than 25 per cent in weight of barium carbonate;

Controlled Drugs: the special controls

on lysergide, mescaline, other derivatives of phenethylamine, psilocybin and cannadinol and its derivatives, which are imposed by Rule 18 and Part 1 of schedule 13 to the Poisons Rules, to be removed, since these drugs are now subject to the Misuse of Drugs (Designation) Order 1973; Rule 8(4) (a) of the Poisons Rules to be amended so that those drugs which are controlled under Schedules 2, 3 and 4 to the Misuse of Drugs Regulations 1973 are excepted from the relaxations which the Rule allows, and Rule 8(4) (b) to be amended by replacing the reference to the Dangerous Drugs Act 1965 with a reference to Schedules 2, 3 and 4 to the Misuse of Drugs (Designation) Order 1973; \square β -[2-(3, 5-dimethyl-2-oxocyclohexyl)-2-

B-[2-(3, 5-dimethyl-2-oxocyclohexyl)-2-hydroxyethyl] glutarimide (cycloheximide): this substance to be included in Part II of the Poisons List and in Schedules 1, 5A (Preparations for use in forestry), 7(6) and 8 to the Poisons Rules, and a new part (c) to be added to Rule 15(2) of the Poisons Rules to restrict the sale of cycloheximide to persons engaged in the trade or business;

Forestry: Rule 15(2) (b) and the heading to Part B of Schedule 5 to be amended

so that all substances named in that Part of the Schedule may be sold also to persons engaged in the trade or business of forestry, and Part A of Schedule 5 to the Poisons Rules in respect of those substances the sale of which is now restricted to preparations for use in agriculture or horticulture to be amended so that the "form to which sale is restricted" will include preparations for use in forestry;

☐ Lead acetate: the exemption contained in Group II of Schedule 3 to the Poisons Rules for substances containing less than four per cent of lead acetate, to be deleted; ☐ Phenols: an exemption to be made in Group II of Schedule 3 to the Poisons Rules to allow the uncontrolled sale of phenols in tar oil distillation fractions not otherwise exempted and containing not more than 5 per cent of phenols, as defined in the Poisons List.

The Secretary of State is considering making statutory instruments implementing the proposed changes. Any objections or observations should be sent by August 9 to the Under Secretary of State, Home Office (Drugs Branch), Room 215, Romney House, Marsham Street, London SWIP

Letters

Another group?

You make a good point (Comment June 15) about the possible number of multiples there are in the NPU. How many are there? And how many limited companies (with little more than nominal numbers of pharmacists on their boards) are members?

Is there, in short, room for yet another pharmaceutical organisation — of proprietor pharmacists who own and manage their one shop? We have industrial and hospital groups in the Pharmaceutical Society, perhaps we need another.

Loner

'Good health' centre

I was interested to read the letter from "Pundit" (why do people hide behind these pseudonyms?) about Guinness, and it has prompted me to write to you about this establishment.

We have here what we believe to be a unique combination of a pharmacy, an off licence, and a pub, together with the services of a chiropodist and hearing aid dispenser.

The pub consists of a room towards the rear of the premises which is capable of holding (and frequently does) 30 to 40 people. The licence, which is six days only, so that we do not have to work on Sundays, goes back at least 102 years, and probably much further, for the deeds to the property start in 1772.

Until four years ago, we always bottled our own Guinness, which was highly thought of in the district. Unfortunately, we are no longer able to do this, but the Guinness we sell now is almost as good, and we do seem to have a large number of willing witnesses.

If any of your readers are passing this way, I should be glad to see them and show them round; I found it fascinating when I first came, and of course, if anyone is requiring a tonic

M. H. Jefferson Superintendent pharmacist & licencee Marris & Morton Ltd Worksop, Notts.

Wider distribution

May I draw attention to an insidious practice in the pharmaceutical industry? I am the proprietor of a sub-post office and drug store and am being refused supplies of a number of drugs (which do not contain any poison) simply because the firms concerned say their policy is to supply "chemists only". The wholesalers are threatened that if they supply other than chemists their supplies will be stopped—naturally they are not prepared to take this risk.

But what do we find in practice? Most co-called "chemist-only" products are freely on sale in supermarkets—for example Strepsils and Lenium (the latter also on open display in a black country market).

How do the supermarkets obtain suplies? As far as I can see there are only two possibilities—either direct from the manufacturer on via "bent" chemist wholesalers. It is amusing to find that those who are really big in the pharmaceutical industry, eg Beecham, do not adopt a policy of restriction.

A. C. Marston Handsworth, Birmingham

Mr Marston states that he was apprenticed in pharmacy, passed the Society's intermediate examination and completed a finals course but did not take an exami-

nation. He was 25 years a medical representative. Both Boots and Winthrop confirm their chemist-only policy for the quoted brands, but point out the difficulty of tracing the sources of product in other outlets—Editor.

Music remembered

Your "Postscript" referring to Dr Fritz Spiegl and the medical muse concert brought forth a torrent of reminiscences concerning an apprenticemaster who was extremely musical. Most of them were personal and some not "reportable". However he did enjoy recalling an old C&D song. I think it was "Bashing the BP". Have you any details?

Quiz

The song was "Booming the old B.P." published in C&D, December 24, 1904. It contains a note "This is a little song with a humorous vein in it, which comes to us from members of a chemist's family. The words are by a "Minor man", and the music by his brother. It is suggested as a song for chemist' gatherings and we have little doubt that it will be tried in many a chemist's parlour room and drawing room this festive season . . ."

The first verse and chorus are:—
Dispensing is a dying art—at least it seems to be,

But we'll be up and doing and we'll boom the old B.P.

We'll send doctors gratis copies and we'll send them samples free

Of the many preparations that are made by you and me.

Chorus:

Yes we'll be up and doing
We'll be up and doing
Leave the patients to the grocers
Boom the old B.P.
We'll send doctors gratis copies
and we'll send them samples free

boom the old B.P.

For we'll be up and doing and we'll

Editor

The hair remover that's so simple to use. And even easier to sell.

Why? Because a new spray-on hair remover from Nair is just what everyone's been waiting for.

In fact we predict it's going to be the big seller of the summer.

Over the coming weeks heavy advertising will be telling women how simple and pleasant new Nair is to use.

There are 30 second commercials on Radio Luxembourg. 18 spots per week. And all at peak times.

And from June to September colour press advertisements will appear regularly in women's magazines.

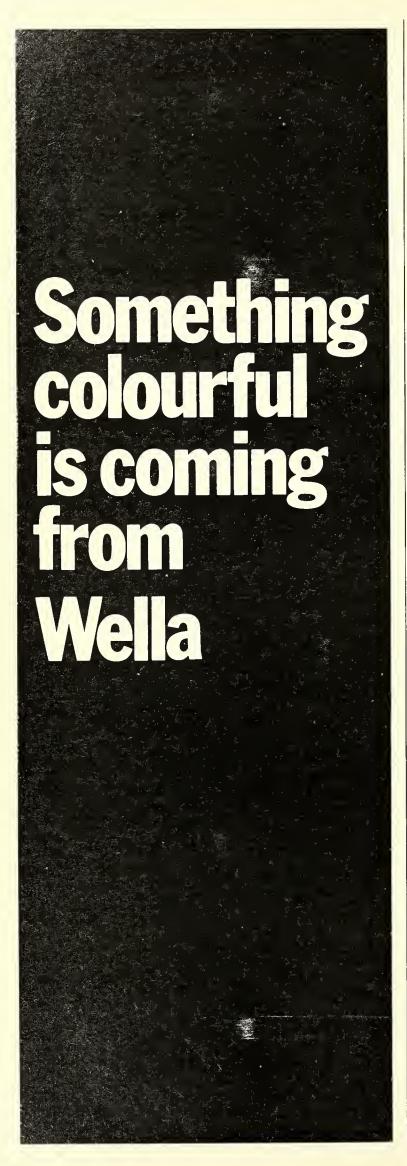
For a limited period Carter-Wallace are offering spray-on Nair on bonus terms.

A sell-out price of 69p from a retail price of 80p!

The spray-on, wash off, hair remover.



Carter-Wallace, Wear Bay Road, Folkestone, Kent. Tel: Folkestone (0303) 57661.



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The Triangle Trust helps people of the Pharmaceutical Industry

The Triangle Trust 1949 Fund is an independent charitable trust administered by a Board of Trustees. Its primary aim is the relief of hardship or distress in the case of people and their dependents employed, or formerly employed in the pharmaceutical industry in Great Britain and the British Commonwealth. Such relief may include assistance with the educational expenses of children.

The Trustees are also prepared to consider applications for financial assistance, beyond the scope of an employer's responsibilities, with education or training in general or special subjects, including music and the arts.

For additional information, or to apply for assistance, write to:

The Secretary, Dept CD The Triangle Trust 1949 Fund Clarges House, 6-12, Clarges Street London W1Y 8DH

Company News

Boots double sales in four years

Boots the Chemists counter sales have increased by about 75 per cent in real volume terms (doubling in value) over the past four years, according to the Boots Company Ltd, report for the year ended March 31. The chairman, Dr G. I. Hobday, says pharmacy is the "keystone" of the business and although small unsuitable or uneconomic branches will continue to be closed down, "we have no intention of reducing our over-all national representation, small branches being replaced whenever possible with shops of larger area".

Counter sales were up by 20 per cent on the year before (17 per cent in volume) and sales productivity is now in excess of £2 per square foot of selling space per week—"a high figure by any stan-

dards".

Dr Hobday says the company is rearranging merchandise in its branches into "more coherent and clearly defined" groups. Four such groups, chemist and baby, home, fashion and beauty, and leisure, will replace the traditional chemist, surgical, toilet, etc. Part of the aim is to achieve a more even distribution of sales over the total sales area. Merchandising departments responsible for buying and promotion will be re-organised into the same groupings.

Shop development investment totalled £11·3m, giving a net increase of 170,000 sq ft in sales area during the year. This took the company's total to 3·12 million sq ft, and a further 300,000 sq ft is planned in the current year. Large stores will be completed at Bath, Northampton, Belfast, Henley, Slough, East Kilbride, Harrogate, Stourbridge, Bedminster and Wrexham, with large extensions at Edinburgh, Glasgow, Birmingham, Scarborough and Kirkcaldy. Timothy Whites housewares shops increased sales by 25 per cent over the previous year, and have a sales area totalling 424,000 sq ft.

Factory output

Boots factories' output was worth £68m at manufacturers' prices—21 per cent up—and over half was sold to customers other than the company's shops. A new pharmaceutical factory at Beeston is expected to be operational next year and a third Brufen plant comes on stream shortly—this drug has achieved UK sales of 200 million tablets annually and is exported to 90 countries, including the USSR. Exports in total were £17m (56 per cent up) and sales by overseas subsidiaries almost £20m (50 per cent up).

Looking ahead, Dr Hobday hopes that the Government's arbitrary profit cuts will be temporary and so do no permanent damage to retail distribution. However, he feels that Boots are better placed than competitors in this situation and "should be able to do rather better than the retail sector generally".

Greeff to acquire Chemical Securities

Greeff-Chemicals Holdings Ltd have agreed terms on a £ $5\frac{1}{2}$ m takeover offer for Chemical Securities Ltd.

Terms are 14 Ordinary shares of Greeff for every 11 Ordinary of Chemical Securities. For the deferred shares the offer is 14 new deferred shares of Greeff for every 11 Ordinary shares of Chemical.

There are cash alternatives of 70p a share for the Ordinary and 62p for the deferred.

Chemical Securities have an 8 per cent stake of Croda International Ltd while Croda have 20 per cent of Greeff-Chemicals Holdings which stake will reduce to 11.3 per cent on full acceptance of the offer.

Before this announcement Chemical Securities said they had acquired 70 per cent of the issued share capital of KVK Industrie en Handelsonderneming BV of Apeldoorn, Holland, from Kemisk Vaerk Köge A/S of Denmark for Fl.98,000. The balance of the equity has been acquired by the management of KVK, D. E. de Jong (managing director), R. L. van der Veer (accounting and administration manager) and G. W. van der Steen (sales manager).

Roche sales progress but not in pharmaceuticals

Hoffmann-La Roche, Switzerland, expect "satisfactory results" for the current year, according to Dr Adolf Jann, chairman and managing director of the parent company F. Hoffman-La Roche and Cie AG. Over the first five months of the year, he said, turnover had risen satisfactorily over sales for the corresponding 1973 period.

He pointed out, however, that the growth of pharmaceutical sales had been below the average value for other sectors of activity, an understandable development due to blocking or subjection to control of prices in the "majority of countries."

Turnover had taken an "impressive step forward in the field of fine chemicals and perfumes, but in the case of vitamins and other chemicals raw material prices played a considerable part and the increase was to some extent simply a reflection of inflation. Satisfactory progress in real terms had been recorded for perfumes and flavours".

With regard to Roche's legal proceedings in Britain, Dr Jann said the group was "hourly" awaiting the judgment of the last instance in the subsidiary action concerned with the British Government's obligation to pay compensation for losses incurred should the Roche company win the main action.

In 1973 turnover of the parent company, all companies controlled by it and of the Canadian holding affiliate Sapac, amounted to Sw.Frs.4,616·7m.

The Dutch government is expected to begin examination of Roche's activities in the Netherlands within the next week.

Schwarzkopf open new UK headquarters at Aylesbury

The new headquarters of Schwarzkopf Ltd was opened at Aylesbury, Bucks, on June 21 by Mr Kurt Schwarzkopf, son of the founder of the Hamburg firm. Travelling with 16 of his fellow directors in a fleet of four helicopters, he landed on the playing fields opposite the factory and walked across the firm's new "front" door to perform the ceremony. He afterwards presented a giant key to the UK managing director, Mr F. Herford-Smith.

Apart from the administrative office building a 23,000 sq ft production area houses nine production lines at the moment. An adjoining building is being used as a warehouse but planning permission has been obtained for erecting a two-storey building which will on completion take over all the warehousing of goods at present in various rented centres as well as in the newly completed building and allow more space for production.

Mr Peter Schwarzkopf, a grandson of the founder said last week that turnover in the past four years had increased twoand-a-half times and they planned to keep that increase rate over the next four years. Certain raw materials and packaging supplies were "difficult" at the moment but with the company's international coverage they had secured stocks well in advance.

Continued on p 836

Dr E. Riepe (left), sales director, Schwarzkopf UK and a group from the 17 main board of directors arriving at Aylesbury for a board meeting and tour of the new premises.



Continued from p 835

At Aylesbury, production is currently at the rate of 25 million units a year.

New products are envisaged and next month Paletta colour set is to be relaunched with a new formula and under a new name — Palette.

The Hamburg company said Mr Schwarzkopf had, through acquisition, entered into men's toiletries and skin care,

AB Astra pushes up sales and profits

Group sales of AB Astra, Sweden, increased by 15 per cent to \$213.6m over 1972 and are expected to reach \$250m in the present year. Group earnings before appropriations and taxes, amounted to \$14.2m (\$12.3m in 1972). Research and development expenses were \$19.3m (\$15.5m).

The pharmaceutical division accounted for sales of \$149.5m (\$128.9m); foreign sales rose 24 per cent to \$76.6m and now account for 51 per cent of the division's invoicing.

"Introduction of new drugs in Sweden is being delayed because of a shortage of investigatory personnel in the pharmaceutical department of the national Social Welfare Board. Astra's export possibilities are affected adversely since evidence of a drug's registration in the country of origin is required in many", states the annual report.

Irish firms combine

Two Dublin based pharmaceutical companies — Hedleys Laboratories Ltd and Lilmar Pharmaceuticals Ltd — have merged their business operations.

During the integration, Hedleys, with premises of approximately 12,000 sq ft moved into the Lilmar complex of some 36,000 sq ft, near Dublin Airport.

The new company Lilmar-Hedley Ltd, which has offices at Santry Avenue, Santry, Dublin 9, is primarily engaged in the manufacture and distribution of veterinary and medical specialities, medicinal tablets and surgical dressings. With the assistance of Ward Blenkinsop & Co Ltd, the company are endeavouring to establish a home-based chemicals industry using indigenous raw materials. Further assistance has also come from the Institute for Industrial Research & Standards, Dublin, and the company is engaged in the research and development of ergot alkaloids — work originally pioneered for home exploitation by the Institute.

The joint managing directors, Mr D. V. Dolan and Mr J. S. Moore, say that they would welcome inquiries from UK companies looking for a manufacturer/distributor for their products in Ireland.

Nicholas reorganisation

Changes are announced in the Nicholas group of Slough-based companies. Sale and supply of all products marketed by Nicholas Products Ltd, Nicholas Laboratories Ltd, British Schering Ltd, Damancy & Co Ltd and J. C. & J. Field Ltd will be the direct responsibility of Nicholas Laboratories Ltd, Slough, SL1 4AU. The

J. N. Toiletries division of Jackel & Co Ltd, Kitty Brewster Estate, Blyth, continues as sole distributor, reail and wholesale, for Fields and Lady Manhattan ranges.

Aspro-Nicholas have recently invested £80,000 in up-to-date processing machinery for the production of one of their products at their Slough plant. Designed and developed as a purpose-built unit, installation was feasible by removing part of the existing factory roof to allow plant stagings to be installed. Piles had to be sunk 20ft below ground level to support the entire structure.

Briefly

Radiol Chemicals Ltd have acquired Wade Pharmaceuticals Ltd, Bishopbriggs, Glasgow.

Lankro Chemicals Group Ltd almost doubled their pre-tax profits from £0.75m to £1.41m in the year ended February 28. Turnover was up from £18.16m to £24m. Manbre & Garton Ltd: Pre-tax profits amounted to £1.86m in the half-year ended March 30 from turnover of £36.77m. Demand for glucose and starch products called for optimum use of capacity and profit from this section accounted for two-thirds of the group total.

Appointments

Pitney Bowes Ltd have appointed Mr J. Kerby director, business development.

Sunbeam Electric Ltd: Mr Ron Chamberlain has been promoted to the board as sales director. He was previously general sales manager.

Ronson Products Ltd, electrical division: Mr John Paterson has joined the company as a retail representative covering north England and Scotland and Mr Richard Higgins as representative in Greater London area.

Chesebrough-Pond's Ltd have appointed Mr B. D. Green their UK general sales manager. At the same time, Mr M. G. Clarke has been appointed national sales manager for the company's newly created Prince Matchabelli division.

Janssen Pharmaceutical Ltd have promoted to area managers the following:—Mr D. Davies, for south-west England, based on Bristol; Mr R. Fassom, for the north of England, based on Newcastle and Mr C. McFadden, for north-west England, based on Manchester.

Cologne Perfumery Ltd, sole concessionnaire in Great Britain for the 4711 range from July 1 (see C&D, June 15, p 757), have made the following appointments: H. R. Duncan, sales director; A. R. Cross, sales manager; B. W. Schwind, production director; T. Pagdin, production manager and E. T. Down, financial controller.

May & Baker Ltd: Mr N. Chancellor has been appointed deputy managing director. He joined the company in 1947, became assistant director of sales in 1953 and was appointed to the board in 1970. On December 31, 1971, he was elected chairman of Pharmaceutical Specialities (May & Baker) Ltd, which has since been absorbed by the parent company. Mr Chancellor became director of sales (specialities) in April 1972.

Westminster report

Toiletries labelling: debate adjourned

Some toilet preparations had made people's hair fall out and their eyelids swell up, said Mrs Joyce Butler in the Commons last week.

Moving the second reading of her Labelling of Toilet Preparations Bill, she said that, at present, there was no indication on labels or promotional literature of the ingredients of preparations. Even doctors treating patients' allergies had been unable to find out from the manufacturers what ingredients had been used. The Bill would give the Home Secretary power to make regulations concerning declarations with specific naming of ingredients. Mrs Butler added the Bill would give consumers the essential information they needed and would also be beneficial to reputable manufacturers.

Dr Shirley Summerskill, Under Secretary, Department of Health, said that toilet preparations and all other consumer goods offered for sale to the public should be safe when properly used for their intended purpose. That principle was an essential part of the Government's consumer protection policy. There were few controls relating specifically to the safety of cosmetics and toilet preparations on sale to the public, but use of poisons was strictly controlled. In practice few listed poisons were ever used in cosmetics. The UK cosmetics industry tended to use colouring agents permitted under the food safety regulations.

At this point the time for private members' Bills expired and the debate was adjourned.

Drug contract expenditure

Dr David Owen, Under Secretary, Department of Health, announced that expenditure on NHS drug contracts during the year ended March 1974 was estimated at £4,410,000. Answering a Commons question last week, Dr Owen gave the following breakdown: halothane £700,000; chlorpromazine £150,000; tetracycline £84,000; hydrocortisone sodium succinate injection £52,000; ampicillin £2,100,000; cloxacillin £770,000; methicillin £14,000; phenethicillin £8,000; sodium diatrizoate £112,000; and fusidic acid £420,000.

Answering further questions, Dr Owen said that checks on 60,000 prescription forms were completed in 1973 in the Inner London Executive Council area and £274 was recovered from 837 patients who were found to be not exempt; the estimated annual cost of checking exemption from prescription charges in the Middlesex Executive Council area was about £2,500, and checks in that area on 40,000 forms in 1973 showed 113 patients not entitled to exemption, £50 being recovered from them.

Facts every Independent Chemist should consider.

- CARE is the national voluntary trading organisation providing the only opportunity for all independent chemists to unite countrywide under one trading symbol.
- Only if a majority of independent chemists combine their buying power in the Care Chemist Group can they hope to compete with rapidly expanding multiple chains.
- Only CARE provides full national advertising and promotional programmes in mass circulation daily and regional newspapers.
- Already every month, 9 million housewives see Care Press advertising. And this coverage will be extended as Care moves into television.
- CARE Buying Group services continue to expand through the existing 23 depots. The opening of four more depots by the Autumn of 1974 means that virtually every independent chemist in the country will have the opportunity of gaining really low buying prices based on their combined buying power.

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- CARE has pioneered Low Cost
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 scale. It has also developed Price List
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 systems which reduce retailers'
 administration, stock-holding and capital
 commitments appreciably. Ask a chemist
 who is on L. C. D.
- The Care Chemist Group was initiated by the NPU to meet the researched needs of the independent chemist.
- CARE provides independent chemists with the best opportunity of building a National organisation over which they will always influence trading policies at Board Room level through democratically elected delegates to the NPU.



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THE HOT WEATHER'S GOING TO LEAVE A LOT OF FLIES STONE COLD.



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DEARER CITRATES

ondon, June 26: Citric acid has again noved up in price. Home produced acid as well as imported were substantially ncreased but there is a considerable gap remaining between the two. Potass<mark>ium and sodium citrates were also</mark> narked up although one manufacturer eported that the company were still considering their rates but was sure they too would be going up. Elsewhere in pharmaceutical chemicals caffeine, ephedrine, artaric acid and theophylline were quoted dearer. Sodium thiosulphate supplies are now easier to obtain and it is hoped hat sodium bicarbonate will soon be more plentiful now that the soda ash position has eased.

Among crude drugs, belladonna herb, Cape aloes, gentian root, jalap, mace and cochineal were dearer, while pepper and Brazilian menthol on spot were easier. Honey prices are off their peak, demand

being reported sluggish.

Easier in essential oils were citronella for shipment and Brazilian peppermint -spot and cif. Chinese oils were also down ncluding eucalyptus, camphor white, and spearmint.

Pharmaceutical chemicals

Acetic acid: 12-ton lots delivered, per metric ton, BPC glacial from £94; 99-5 per cent technical £87; 30 per cent grades pure £82.50; technical £75. Acetomenaphthone: 100-kg lots £0.64½ kg. Ascorbic acid: £6.00 kg; 5-kg £5.00 kg; sodium ascorbate, plus 8p; silicone-coated, plus 25p kg. Bacitracin zinc: £3.10 per mu.

Bismuth salts: £ per kg.

	under 50-kg	50-kg	250-kg
carbonate	9.18	8.95	8.90
salicylate	7.68	7.45	_
subgallate	8-13	7.90	_
subnitrate	8.33	8-10	8∙05

Borax: BP grades, 2-4 ton lots per metric ton, in paper bags delivered—granular £95; crystals £126: powder £103; extra fine powder £108. Technical grades less £26 per ton for British materials; less £10 for imported.

Boric acid: BP grade per metric ton in 2-4 ton lots—granular £127; crystals £178; powder £103; extra-fine powder £108 in paper bags, carriage paid. Technical is £26 per 1,000 kg less than BP grades for British material; less £10 for im-

BP grades for British material; less £10 for lineported.

Caffeine: Anhydrous £3·19 kg in 100-kg lots; citrate £2·09 kg (50-kg lots).

Calciderol: £450 per kg.

Calcium pantothenate: £5·50 kg; £4·00 kg.

Calcium sodium lactate: £0·736 kg in 250-kg lots.

Cantharidin £0·75 per 100 g.

Carotene: Suspension 20 per cent £28·50 kg.

Chioramphenicol palmitate: £30·00 per kg.

Citric acid: Spot BP granular hydrous per metric ton for single deliveries from £425 to £554 according to maker. Anhydrous from £456 to £595.

Cyanocobalamin: £3·00 per g.

Dexpanthenol: £10 kg; £8·50 kg.

Ephedrine: Alkaloid £18·30 kg in 25-kg lots; hydrochloride £15·50; sulphate £17·00.

Ferrous fumarate: £1·50 kg for 50-kg lots.

Ferrous gluconate: £1.120 metric ton delivered.

Gallic acid: 1,000-kg £1·68 kg.

Hydroxocobalamin: £3·50 per g.

lodides: £ per kg.

lodides: £ per kg.

Potassium* Sodium	under 50-kg 2·58 3·26	50-kg 2·45 3·13	250-kg 2·43 —

*For crystals and granules. Powder plus £0·11 kg. Mercurochrome: £7·95 per kg. Neomycin sulphate: £19·12 for 500-g lots. Nicotinamide: (per kg) £4·00; 5-kg £3·00. Nicotinic acid: (per kg) 1-kg £3·80; £2·80 in 5-kg kg. kg.

Ng lots.

Oleic acid: BP £317 per metric ton delivered UK.

Oxalic acid: Nominally £220 metric ton.

Paracetamol: Scarce. Nominal rates per metric ton, in 10-ton lots, £1,570; 5-ton £1,620; 1-ton

Penicillin: Potassium, sodium or procaine, sterile,

Penicillin: Potassium, sodium or procaine, sterile, £14.50 per 1,000 Mu.
Polymyxin B sulphate: £62.50 per 100 mu.
Potassium acid tartrate: BPC from £950 metric ton delivered in bags.
Potassium citrate: Granular £461-£624 per metric ton as to source; powder plus £10 ton.
Progesterone: £100 per kg.
Pyridoxine: £13.75 kg; £12.75 kg in 5-kg lots.
Pyrogallic acid: Pure 500-kg lots £4.92 kg.
Riboflavine: £19.00 kg; 5-kg lots £18.00 kg.
Sodium carbonate: Anhydrous £11.70 per metric ton.

Sodium citrate: Granular £410 to £554 per metric ton as to source; powder £420-£564.
Sodium pantothenate: (kg) £7.50; 5-kg £6.50.
Sodium thiosulphate: £106 metric ton.
Sodium perborate: (per 1,000 kg)—monohydrate £283.50—tetrahydrate £150.75.
Streptomycin: £18.00 kg base; dibydraetreptomycin.

Sourm peroorate: (per 1,000 kg)—monohydrate £283·50—tetrahydrate £150·75.

Streptomycin: £18·00 kg base; dihydrostreptomycin £18·50 kg base.

Tannic acid: 500-kg fluffy £1·53 kg; powder £1·50.

Tartaric acid: Spanish £1,345 per metric ton.

Theophylline: Hydrate and anhydrous £3·21 kg in 100-kg lots — ethylenediamine (aminophylline) £3·36 kg (50-kg).

Thiamine hydrochloride: £9·20 kg; 5-kg £8·20 kg; mononitrate £9·70 and £8·70 respectively.

L-Thyroxine: £1·25 per kg.

L-Triodothyronine sodium: £2·50 per g.

Vitamin A: Oily 1 million iu per g £7·60 kg per 5-kg; dried acetate 325,000 iu per g, £6·10 per 500,000 iu £7·25—both in 5-kg lots.

Vitamin D: Powder for tableting 850,000 iu per g £25·00 kg; £24·00 kg.

Vitamin E: (per kg) 25 per cent (gel) £10·85; 50 per cent powder £8·50, acetate £12 kg; £11 for 5-kg lots.

Crude drugs

Aloes: Cape £1,250 metric ton, afloat. Curacao £1,400 spot.

Aloes: Cape £1,250 metric ton, alloat. Curacao £1,400 spot.

Belladonna: (metric ton) Herb £340; no cif. Root, £490 spot; £480, cif. Leaves £800, cif.

Cochineal: Spot. Peruvian silver-grey £15-00 kg; Tenerife black £18-00 both nominal.

Colocynth pulp: Spot £720 metric ton.

Gentian: Root £1-80 kg; £1-75, cif.

Honey: (per ton in 6-cwt drums ex-warehouse)

Australian light amber £560, medium £554, Canadian £625, Mexican £525 (all approximate).

Jalap: Mexican £5% basis £1,900 metric ton spot; £1,850, cif. Brazilian £430 spot.

Mace: Grenada No. 1 £3,024 long ton fob.

Menthol: Brazilian £19-00 kg spot; £22-00, cif.

Chinese £30-00 spot and cif.

Nutmeg: (ton, cif) East India 80s £1,750; 110's £1,650; bwp £1,310. Grenada unsorted £1,512.

Pepper: (ton) Sarawak black £680 spot, £660, cif; white £970, £935, cif.

Essential oils

Camphor white: £3·20 afloat; £3·35, cif.
Citronella; Ceylon £4·00 kg spot; £3·30, cif.
Clove: Madagascar leaf about £4·10 kg, cif.
Eucalyptus: Chinese £8·20 kg, 80-85 per cent.
Lemongrass: Forward £4·50 kg, cif.
Peppermint: (kg) Arvensis, Brazilian £8·50 spot and cif. Chinese no spot, shipment £16·00, cif.
Petitgrain: £10·50 kg, cif.
Sandalwood: Mysore unobtainable.
Spearmint: Chinese £7·50 kg, cif; American £11·00 spot.
The prices given are those obtained by importers

£11-00 spot.

The prices given are those obtained by importers or manufacturers for bulk quantities and do not include value added tax: They represent the last quoted or accepted prices as we go to press but it should be noted that in the present state of the markets quotations change frequently.

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Appointments

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A sessional or part-time pharmacist is required at HM Prison, Parkhurst Road, Holloway, London, N7 (£4.23 per 4 hour session).

Details of the post are available from the Head Pharmacist, HM Prison, Parkhurst (Telephone No: 098-381 3855) to whom applications should be addressed.

Pharmacist Manager required in Hatfield. Busy shopping centre. Good staff. Flat available. Apply: Ekins & Fisher Ltd, 145, Victoria Street, St. Albans. Tel: St. Albans

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Appointments

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The following staff (male or female) are required in the Prison Service due to vacancies and new posts:

PHARMACY TECHNICIAN

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London, N7 Salary scale £1,134 rising to £1,533 plus £80 per annum environment allowance and £126 per annum London Weighting.

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Intending applicants may obtain further information from the Head Pharmacist: HM Prison, Parkhurst, Isle of Wight (Telephone: 098-381 3855).

Application forms obtainable from the Establishment Officer, Home Office, Prison Department (R 10/10 VDC), Portland House, Stag Place, London, SW1, Please state which post you are interested in.

CLOSING DATE: 12 August 1974.

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25 New Street Square, London EC4A 3JA

NATIONAL COAL BOARD Scottish Area

INSTITUTE OF OCCUPATIONAL MEDICINE

ENVIRONMENTAL BRANCH

following are vacant posts at the Institute of Occupational Medicine, Edinburgh, for work on research projects supported by the "Health in Mines" Research Programme of the Commission of the European Communities and the National Coal Board. Some of these appointments are initially for two or three years but it is anticipated that they may be extended.

CHEMIST/ANALYST M5/6

Institute of Occupational Medicine, Edinburgh

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M6 Salary scale £2845 x £105 to £3420

Experienced Chemist/Analyst for research on analytical problems concerned with inhaled gases and dusts and to supervise routine analytical work. Candidates should have a good honours degree or high professional qualifications and post graduate experience in gas analysis, gas absorption kinetics or related topics and in general inorganic analysis.

M6/7 MINING ENGINEER

(Research)

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M7 Salary scale £2345 x £90 to £2885

Mining Engineer (Research) to assist in the planning, organising and analysis of field research in coal mines into the influence of mining and geological factors on airborne dust production and other environmental hazards. Should have a good Honours degree in mining; postgraduate research experience in mine ventilation or rock mechanics would be advantageous.

MINING INVESTIGATOR M6/7

(Outstationed in Nottinghamshire), Institute of Occupational Medicine

M6 Salary scale £2845 x £105 to £3420

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Mining Investigator, outstationed in Nottinghamshire, to participate in the field research programme of the Institute of Occupational Medicine especially studies of airborne dust surveillance procedures and of factors affecting dust formation. Should have a degree or HNC in engineering or science and experience in

PHYSICS GRADUATE **M7** M7 Salary scale £2345 x £90 to £2885

Physics graduate for research on the measurement of airborne particles and related problems. The post will suit a new (Honours) graduate. It may be possible for a suitable candidate to register for a higher degree.

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Candidates must possess—

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(b) Candidates for post of Principal Pharmacist must have had at least seven years of post-qualification experience—preferably in a Teaching Hospital.

(c) Candidates for the post of Deputy Principal Pharmacist must have had at least five years post-qualification experience

experience.

Duties:

The Principal Pharmacist will be expected to run the Pharmacy Department in this new Teaching Hospital and he would take full functional responsibility for the supervision of Pupil Pharmacists during the period of their internship in this hospital. He will also be expected to be the Chief Pharmaceutical Adviser to the Medical Committee of the Hospital.

- (i) Principal Pharmacist N5,064 (Consolidated) on Scale H.S. 4
- (ii) Deputy Principal Pharmacist N4,830 (Consolidated) on Scale H.S. 5 Special.

METHOD OF APPLICATION:

Application forms are obtainable from the Secretary and Chief Administrative Officer, University of Benin Teaching Hospital, P.M.B. 1111, Benin City, Nigeria, on receipt by him of a stamped self-addressed foolscap envelope, or from the London Representative, University of Benin and University of Benin Teaching Hospital, 56/60 Hallam Street, London W1N 5LH.

CLOSING DATE:

Wednesday, 31st July, 1974.

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the soothing, cooling antiseptic cream.



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The Sanatogen Multivitamins Hamper makes winning prizes a picnic.

Sanatogen multivitumen

FOR POSITIVE IMMER HEALTH

Even though the summer s here it's just as important to keep up your supply of essential vitamins and minerals. That supply can be found in Sanatogen Multivitamins.

As a further incentive for your customers this summer, Sanatogen Multivitamins come in an attractive picnic hamper display unit. Not only drawing attention to the product, but also giving Sanatogen Multivitamins the right "feel" during the summer months.

It's not only your customers who will benefit from your stocking Sanatogen Multivitamins.

Keep the picnic hamper on display for at least a month. When our rep next calls, you stand a 1 in 5 chance of receiving

one of these prizes.

Including 11 portable televisions, 33 cassette/radios, 110 picnic hampers, and over 1,000 bottles of sparkling wine.

